

OFFICE OF THE GOVERNOR
Governor Chet Culver ★ Lt. Governor Patty Judge

FOR IMMEDIATE RELEASE
August 16, 2010

Contact:
Dale Woolery, Governor's Office of Drug Control
Policy
(515) 725.0310
dale.woolery@iowa.gov

Polly Carver-Kimm, Governor's Office
(515) 281.0173
polly.carver-kimm@iowa.gov

Governor Culver Announces Educational Campaign to Prevent Synthetic Marijuana Use

DES MOINES – Governor Chet Culver today announced the kick-off of a public service media campaign to help parents understand the dangers of a new type of synthetic marijuana commonly known as K2 or Spice. (Note: TV, radio and print PSAs are available for news media use at http://www.iowa.gov/odcp/drug_information/spice.html.)

"This campaign's goal is to make Iowa parents aware of a new substance and its potentially harmful effects, and to urge them to talk with their kids to prevent the use of products such as K2," Culver said. "Emergency action last month by the Pharmacy Board to ban synthetic marijuana sales in Iowa was an important step, but since K2 may still be available through other means, education is required."

Iowa's Call-To-Action public service campaign features the Rozga family of Indianola, talking about the tragic death of their 18-year old son David, following his experimental use of K2 shortly after the new substance appeared in the State. Police say David Rozga fatally shot himself, following a K2-induced panic attack.

"When informed, parents can have a great deal of influence when it comes to youth making healthy choices," said Tom Newton, Director of the Iowa Department of Public Health. "These messages will help parents learn more about K2, so they can add it to the mix when talking with their teenagers about substance abuse."

Iowa's new TV, radio and newspaper messages refer Iowans to the Iowa Substance Abuse Information Center 24/7 toll-free helpline (866-242-4111) and website (www.drugfreeinfo.org) for assistance or emergency counsel on K2-related matters.

"The Rozga family is already suffering a great loss," Culver said. "David's legacy is to help spare other families the same pain, by making them aware of dangers associated with synthetic marijuana."

Culver thanked those who, in the Iowa spirit of coming together to solve problems, contributed their time, talent and passion to produce and support the totally voluntary campaign, including: the Rozga family; KCWI-TV, KTIV-TV, E-Voice Productions, ZLR-Ignition, the Iowa Broadcasters Association, the Iowa Cable and Telecommunications Association, the Iowa Newspaper Association and the Partnership for a Drug-Free Iowa.